



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 24, 2017

Chelsea Miller
Regulatory Specialist
Tender Corporation
944 Industrial Rd.
Littleton, NH 03561

Subject: Notification per PRN 98-10 – Addition of marketing claims and graphics
Product Name: DEET INSECT REPELLENT 30
EPA Registration Number: 56575-11
Application Date: 06/21/2017
Decision Number: 530930

Dear Ms. Miller:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Angela Hollis at 703-347-0216 or via email at hollis.angela@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is written in a cursive style with a large, prominent initial "E".

Elizabeth Fertich
Acting Product Manager 03
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

{Front Panel All Labels}

DEET Insect Repellent 30

{Alternate brand names: } [Ben's] [Up & Up] [Total Home] [DEET] [Insect Repellent] [30]
[Tick and Insect Repellent]

[Wilderness Formula] [Army Type] [Woodland Scent]

NOTIFICATION

56575-11

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

07/24/2017

Active Ingredient:

*DEET [(CAS Number 134-62-3)]30%

Other Ingredients.....70%

Total100%

*N,N-diethyl-meta-toluamide

EFFECTIVELY REPELS

Black Flies. Chiggers. Deer Flies. Fleas. Mosquitoes. No see ums. Stable Flies and Ticks

Keep out of Reach of Children
WARNING
See back panel for additional precautionary statements

__ oz. (__ml)

EPA Reg. No 56575-11 [EPA Est. 56575-NH-1]

Tender Corporation
[944 Industrial Park Road]
{Littleton is a smaller town and mailing address is sufficient with just zip code}
Littleton, NH [03561]
www.tendercorp.com
Questions? Call 1-888-258-4696 ext_ 236

{Back Panel: Liquid Rub-On }

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.
Read and follow all directions and precautions on this product label.

Shake well: Apply to exposed skin areas. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Use enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Repeat as needed.

Storage and disposal

Storage: Store in a cool dry (preferably locked) storage area **inaccessible** to children and pets and away from heat or open flame.

Disposal: If empty: Do not reuse this container. Place in trash or, if available offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If you suspect a reaction to this product, discontinue use, wash skin and call your local poison control center. If you go to the doctor, take this product with you.

First Aid

If in Eyes	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice.
If swallowed	Immediately call a poison control center or doctor for treatment advice. Have a person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor or when going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents) you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.	

{Note: The First Aid statement's grid format will be used if market label space permits: otherwise a paragraph format will be used}

Physical or Chemical Hazards

Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.

{Back Panel: Pump Spray}

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.
 Read and follow all directions and precautions on this product label.

Shake well. Remove protective cap and spray on all exposed skin areas, keeping nozzle pointed away from face. Do not inhale. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Wash treated clothes before wearing again. Do not spray in enclosed areas. If used on the face, spray on hands first and then apply sparingly and avoid eyes. Do not spray directly onto face. For ticks and chiggers, apply to shoe tops, socks and around openings in clothing. Repeat as needed.

Storage and disposal

Storage: Store in a cool dry (preferably locked) storage area inaccessible to children and pets and away from heat or open flame.

Disposal: If empty: Do not reuse this container. Place in trash or, if available offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If you suspect a reaction to this product, discontinue use, wash skin and call your local poison control center. If you go to the doctor, take this product with you.

First Aid

If in Eyes	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice.
If swallowed	Immediately call a poison control center or doctor for treatment advice. Have a person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor or when going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents) you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.	

{Note: The First Aid statement's grid format will be used if market label space permits: otherwise a paragraph format will be used}

Physical or Chemical Hazards

Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.

{Back Panel: ECO Spray}

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.
Read and follow all directions and precautions on this product label.

Shake well. Twist cap and spray on all exposed skin areas, keeping nozzle pointed away from face. Do not inhale. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Wash treated clothes before wearing again. Do not spray in enclosed areas. If used on the face, spray on hands first and then apply sparingly and avoid eyes. Do not spray directly onto face. For ticks and chiggers, apply to shoe tops, socks and around openings in clothing. Repeat as needed.

Storage and disposal

Storage: Store in a cool dry (preferably locked) storage area inaccessible to children and pets and away from heat or open flame.

Disposal: If empty: Do not reuse this container. Place in trash or, if available offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If you suspect a reaction to this product, discontinue use, wash skin and call your local poison control center. If you go to the doctor, take this product with you.

First Aid

If in Eyes	Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice.
If swallowed	Immediately call a poison control center or doctor for treatment advice. Have a person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor or when going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents) you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.	

{Note: The First Aid statement's grid format will be used if market label space permits: otherwise a paragraph format will be used}

Physical or Chemical Hazards

Exposure to temperatures above 130° Fahrenheit may cause bursting. Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.

[Eco-spray®] [Graphic]

This ECO-Spray® bottle uses a patented mechanical delivery system to create an aerosol-like spray.

{Back Panel: on 3.5 ounce or smaller size products labeling will always contain complete “back panel” label on attached card (blister card type outer packaging) or on peel-back affixed to immediate (inner container) or both.}

{When size does not allow a peel back, product will always be sold attached to a card with complete “back panel” labeling and these very small sizes will have the following on the immediate (inner) packaging}

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

Read, understand, and follow all directions and precautions on this label and on outer package.

Shake well. [Remove tab] [and twist cap] Keep nozzle pointed away from face. **DO NOT:** ●spray directly on face ●inhale ●apply over cuts, wounds or irritated skin ●spray in enclosed areas ●apply near eyes or mouth ●apply to children's hands● allow children to handle this product ●use under clothing. To use on face or children, spray on your own hands first and then apply sparingly and avoid eyes. Use only enough repellent to cover exposed skin. Repeat as needed. Wash hands after use. After returning indoors wash treated skin with soap and water.

[Storage and disposal] [Read, understand, and follow instructions on outer package]

PRECAUTIONARY STATEMENTS

[Hazards to Humans and Domestic Animals]

Read entire WARNINGS and PRECAUTIONS on outer package. Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If any reaction occurs stop use, wash skin and call your local poison control center.

First Aid

If in Eyes Hold eye open and rinse slowly and gently with water for 20 minutes. Remove contact lenses after the first 5 minutes then continue rinsing eye. **If swallowed** Immediately call a poison control center or doctor for advice. Sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by poison control center or doctor. Do not put anything in mouth of an unconscious person. Have this label with you when going for treatment. For more information you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.

[Physical or Chemical Hazards] [[Read and understand outer package]

[Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.]

{Everything below is Optional Marketing Text and according to container size and type}

Ben's 30 Tick & Insect Repellent provides just the right protection for the entire family against ticks, mosquitoes and all types of biting insects while camping, hiking and enjoying all other outdoor activities.

50% More FREE 6 oz. for the price of 4 oz.

This 6 oz. Eco-Spray® bottle yields 50% more insect repellent than a 6 oz. aerosol.

Distinctive water-based DEET insect repellent formula that contains NO ALCOHOL.

Provides protection for the entire family.

Now in a new Roll-on applicator allowing you to apply DEET Insect Repellent 30 exactly where you want it and not on your hands, clothing or gear. Great for applying to the face and neck. Just dab on and spread for complete coverage.

For comfortable outing with the family. DEET Insect Repellent 30, a water-based DEET insect repellent, protects against ticks, mosquitoes and all types of biting insect.

Use just the right protection around the home and back yard 30% DEET tick and insect repellent. For hours of protection.

By purchasing DEET Insect Repellent 30, you'll protect yourself while helping the environment. A portion of DEET Insect Repellent 30's sales will be donated to Tender's Environmental Scholarship Program. To learn more about DEET Insect Repellent 30's unique approach, write Tender Corporation, Littleton, NH 03561.

Please send me information about Lyme disease and valuable coupons on other TENDER products.
Name: _____
Street: _____
City: _____ State _____ Zip: _____

Recyclable Packaging Made Primarily from Recycled Fibers Please Recycle When Possible
A Product of Products of
Tender Corporation
[944 Industrial Park Road]

Littleton, NH [03561]
www.tendercorp.com
bens30.com
Questions? Call 1-888-258-1696 ext.236

[] Denotes optional/alternate verbiage

{ } Denotes Language that does not appear on market labeling

{The following are additional optional marketing statements for size appropriate packages}

- Ben's 30% [DEET]
- Ben's 30 Wilderness Formula
- Ben's 30% DEET Wilderness Formula
- Wilderness Formula
- Ben's Trusted for over 30 years!
- Level {for packages with clear indicator of amount remaining} [Running Low]
- Now with Twist Close Cap!
- Airplane carry-on size
- Maximum carry-on size
- TSA approved travel size
- TSA travel size
- TSA approved carry-on size
- TSA carry-on size
- Convenient Travel Size
- Convenient Airplane Travel Size
- Airplane Travel Size
- Airplane carry-on
- Maximum Airplane Size
- Max Airplane Travel Size
- Approved Airplane Travel Size
- Approved for Airplane Travel
- Approved Airplane Size
- Airplane Size
- Carry-on Size
- Max carry-on size
- Maximum Airplane Travel Size
- Max Airplane Size
- Repels Mosquitoes that may [carry][spread][transmit] West Nile Virus
- Repels Mosquitoes that may [carry][spread][transmit] Zika Virus
- Repels Mosquitoes that may [carry][spread][transmit] Dengue Fever
- Repels Mosquitoes that may [carry][spread][transmit] Zika Virus, West Nile Virus, [or] Dengue Fever
- Repels ticks that may [carry][spread][transmit] Lyme Disease
- Mosquito protection
- Tick protection
- "The choice of Adventure Medical Kits (logo)" -Dr. Eric Weiss
- [Up to] Two Hours of Protection
- Water Based [Formula]
- [Contains] No Alcohol
- Alcohol Free

- Does Not Contain Alcohol
- Non-oily
- Symbols & Graphics



[] Denotes optional/alternate verbiage
{ } Denotes Language that does not appear on market labeling